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# Austin-Coleman Co.

"HOME OF ELM HILL GLADIOLI"

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WAYLAND.                    OHIO





ELM HILL GLADIOLI  
GROWN BY  
**Austin-Coleman Co.**

WAYLAND, OHIO  
ORIGINATORS OF

Giant and Distinct Forms of Gladioli

**EVELYN KIRTLAND.** It is difficult to describe in words the beauty of this variety. The flowers of strong substance, are a beautiful shade of rosy pink, darker at the edges, fading to shell pink at the center, with brilliant scarlet blotches on lower petals. Entire flower showing a glistening sparkling lustre. The form is wide open, somewhat reflexed, slightly fluted and many open at one time. Spike giant in height, straight but slender and bending gracefully with its burden of blooms. Wonderfully decorative. Winner of the Chas. F. Fairbanks prize in "Best Display New Seedlings", Cleveland, 1915. Also received Award of Merit from Gladiolus Society of Ohio.

Miss Evelyn Kirtland measuring the length of spike (note yard stick) of the Gladiolus named for her. The one she is measuring was cut close to the ground. Three buds are off the top in the illustration. The other spikes were cut leaving four leaves for foliage. Price 50c per bulb; \$5.00 per 12.

"Evelyn Kirtland is the most magnificent Gladiolus I have ever seen, and I have seen most all there are."

Wilbur A. Christy,  
Secretary-Treasurer Gladiolus Society of Ohio



## It Was Over a Quarter of a Century Ago

That the first Gladiolus bloomed for us, and won first place in our hearts. More and more came, and in company with Mother Nature work among them became enchantment. We dreamed of sending them into the world that others might revel in their beauty, but the Elms whispered "Wait". Years rolled on and magic came to rule our garden. Long, slender, graceful stems displaced short, stiff spikes (spike is not a pretty word to be the bearer of beauty). Through years of waiting and the intricate processes of hybridization and selection, giant new and beautiful forms and marvelous colorings were ours, and we knew that the dream could come true. Our belief is firm that the tallest and most graceful Gladioli in existence have been produced, and now for the first time we are offering them to you direct from their HOME AT ELM HILL.

"America has recently added to our wealth in important Gladiolus two pink beauties that have been named EVELYN KIRTLAND and GRETCHEN ZANG. \* \* \* A new touch of color was added to our gardens last summer by the introduction of HERADA, a brilliant mauve that is sure to become popular."

MONTAGUE CHAMBERLAIN, in August issue THE GARDEN MAGAZINE

## THE HOME OF ELM HILL GLADIOLI

Now offers this most wonderful collection of new Giant-flowered Hybrids to Gladioli lovers in search of the newest and best. Eight superb new kinds.

**Evelyn Kirtland.** Note description and illustration of this grand novelty on page 1. 50c each; \$5.00 per 12.

**Gretchen Zang.** A fitting companion to the Evelyn Kirtland, although entirely different in color. The blooms are large and sparkling, and the most beautiful soft melting shade of pink, blending into deep salmon on lower petals. Strikingly beautiful and likely the only variety that approaches closely the brilliant colorings of the Beaute Poitevine geranium. Spike tall and graceful with an occasional waved one. First Prize Winner and Award of Merit Gladiolus Society of Ohio. 50c each; \$5.00 per 12.

**Herada.** Destined to be one of the most popular varieties. No collection complete without it. Flowers of immense size on tall straight spikes. Massive in every way. The great blooms are pure mauve, glistening and clear, with markings deep in the throat. Unusual and attractive, stands without a peer in its color. Winner First Prize "Size of Bloom and Spike Only to Count". Also winner in "Best Display New Seedlings". Award of Merit Gladiolus Society of Ohio. 50c each; \$5.00 per 12.

**Wamba.** Enormous blooms of a deep salmon pink. Form unusual and distinctive, being irregular, folding and ruffling. Should be included in your order. Won First Prize at Gladi-

olus Society of Ohio show under name of Enormous Salmon. Price 20c each; \$2.00 per 12.

**Cardisum.** A large bloom, deep, dark velvety red with nearly black throat. Slender medium length spike. Very attractive in every way. First Prize Winner Best New Red at show of Gladiolus Society of Ohio. 20c each; \$2.00 per 12.

**Bertrex.** Color white with lilac lines in throat; size and form of America. Spike tall, straight, branching. A little more slender and graceful than America. Increases rapidly, takes up water well and is a good shipper; forces well. Sure to be a leader for florists' use. Winner of Silver Cup for "Best New Seedling" at Cleveland exhibition August 15, 1913. 35c

**Rose Wells.** Large wide open flowers; light rose, clear color with small attractive blotch of lilac rose and yellowish green. Very tall branching spike, straight and graceful. 20c each; \$2.00 per 12.

**White Cluster.** A flower of great substance, blooming in a cluster. Well open lily-like blooms unique and distinctive. A few spikes make a fine decoration. 35c each; \$3.00 per 12.

This collection has won twelve prizes at leading expositions. Orders filled in rotation.

One bulb each 8 varieties \$2.50; 3 of each, 24 in all, \$7.00. Prepaid.

## LATEST AUSTIN ORIGINATIONS OFFERED FOR FIRST TIME

It is not our purpose to present descriptions in detail of the following new varieties. Naturally the stock is very limited, so good advice would be to order early.

**Pink Luster.** While the other varieties listed in this booklet are grand, many of them marvelous in comparison with the older kinds, yet we do not hesitate to state that PINK LUSTER is the par-excel of all Gladioli we have ever seen. In color a delightful sea-shell pink with pure white throat. A large open flower on a healthy vigorous plant. Needless to say it is in a class of its own. One bulb to a customer. \$3.00 each.

**Vision.** Pink, with claret ring deep in throat widening on lower petals. 50c each. Not more than three to a customer.

**Mary Bellard.** A fine wide open white flower, slightly marked pure lavender, tall slender spike. 50c each; \$5.00 per 12

**Never Tint.** A sterling white sort that does not color in strong sunlight. An extra good white for all purposes. 25c each; \$2.50 per 12.

**White Crepe.** An unusual form of flower blooming with crinkled petals. Color, flesh with cerise markings. 25c each; \$2.50 per 12.

**Oriole.** Not a tall grower, but one of the best yellows. Light yellow with deeper throat. 25c each; \$2.50 per 12.

**Halo.** Clear cream color with a greenish throat bordering on yellow. Unusual and handsome. Very tall grower. 50c each

One each not including Pink Luster. \$2.00.

**OUR LATEST WINNING:** At the 1916 Gladiolus Society of Ohio Show won the Cleveland Florists' Club cup for the best new variety never before shown, the Fairbank's Special for the best new seedling variety; also the Rychlik Special for the second best seedling. These prizes were won on three distinct and gorgeous varieties that will be disseminated, Fall 1917.



Mrs. Frank Pendleton

## LEADING PRODUCTIONS OF OTHER GROWERS

**Niagara.** Recognized as one of the very best yellows; 4½ inch flowers. Rich cream blending into canary. 10c each; \$1.00 per 12.

**Charlemagne.** A large flower of French introduction. Glowing sunrise red with creamy throat stippled with purple. 20c each; \$2.00 per 12.

**Panama.** Seedling of America and resembling it in form, but a richer and deeper pink. A show variety unsurpassed. 10c each; \$1.00 per 12.

**Baron Hulot.** The only true blue. Its color makes it invaluable. With Niagara or Canary Bird the combination is beautiful. 5c each; 50c per 12.

**Queen of the Pinks.** A new imported variety of a deep rose pink color. A flower of fine form. 25c each; \$2.50 per 12.

**La Reine Blanche.** New pure white; very tall. One bulb usually throws two or three spikes four to five feet high. 15c each; \$1.50 per 12.

**Golden King.** Bright golden yellow with deep crimson throat. The best blotched yellow. Tall grower. 10c each; \$1.00 per 12.

**K. Glory.** The new ruffed type. Immense creamy apricot flowers suffused with a faint light of pink. 10c each; \$1.00 per 12.

**Mrs. Frank Pendleton.** A grand production; very large flowers and plant of much vigor. The color out-rivals the finest Pelargoniums; beautiful light pink, blending into a darker shade with a brilliant carmine blotch. 15c each; \$1.50 per 12.

**Bordeaux.** The color of rich red wine. New and unusual 25c each; \$2.00 per 12.

**SPECIAL OFFER "C".** One each of the ten grand sorts on this page, \$1.00; three each, \$2.75; twelve each, \$10.00. Postpaid.

EUROPA. White as the driven snow. Flowers beautifully formed. Exquisite. 15c each; \$1.50 per 12.

PINK PERFECTION. Giant flower of salmon pink produced in abundance. Just a few spikes make a bouquet. The buds when opening resemble pointed rosebuds. A variety unequalled. 15c each; \$1.50 per 12.

VICTORY. Dainty yellow with lower petals a deeper tone. Considered a very good yellow. 5c each; 50c per 12.

WAR. Has become noted as a leading red and one to be highly commended. A large flower on a tall spike. 15c each; \$1.50 per 12.

SCHWABEN. A new yellow from Germany, from the originator of Europa. Has red blotch deep in the throat. A novelty of great worth and will be largely grown. 20c each; \$2.00 per 12.

LOVELINESS. Just as the name implies. Could not be more beautiful. Color, pale cream of a tone difficult to describe. Flowers large; nearly all open at one time. 25c each; \$2.50 per 12.

HALLEY. Fine salmon pink with creamy white blotch. One of the best; early. 5c each; 50c for 12.

TACONIC. Bright pink splashed with lighter tints. Lower petals with blotch of crimson ending in a thin stripe of yellow. 10c each; \$1.00 per 12.

EMPEROR OF INDIA. The darkest of all. Very dark rich mahogany red. One to delight. 10c each; \$1.00 per 12.

LILY LEHMANN. A superior white of great substance. A delicate tint of pink graces each petal. Charming. 10c each; \$1.00 per 12.

MRS. FRANCES KING. Could we grow but a few varieties Mrs. Frances King would be one of them. Best described as a flame color and for garden effect it is unsurpassed. Beautiful under artificial light. Flowers giant in size. 40c per 12; \$2.00 per 100.

SPECIAL OFFER "D" To those who desire the most striking novelties this offer will appeal.

One each Schwaben, Loveliness, Pink Perfection, War and Europa, 75c; three each, \$2.00. See description above.

GLADIOLI	PEONIES	DAHLIAS	HARDY	'MUMS
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CANARY BIRD. Pure yellow and by all odds one of the very best. 10c each; \$1.00 per 12.

IDA VAN. Brilliant cerise with deeper blotch. Such a pleasing color that it is admired by all. 10c each; \$1.00 per 12.

MAY. An old favorite. White, heavily striped and splashed pink. 5c each; 50c per 12.

AUGUSTA. The reliable white and still popular. Often branches into two or three spikes. Lavender anthers. 40c per 12. \$2.50 per 100.

GOLDEN WEST. Bright orange with darker veinings. Don't miss it. 10c each; \$1.00 per 12.

BLUE JAY. Beautiful pale blue with white blotch. Tall graceful spike and healthy. 25c each; \$2.50 per 12.

BADENIA. Not a strong grower but its unusual color attracts attention—a true lavender. 75c each.

CHICAGO WHITE. Earliest and best white for forcing and excellent as a garden variety. Medium sized flower. 10c each; \$1.00 per 12.

ENCHANTRESS. A beautiful lavender of large size; delightful flower. 25c each; \$2.50 per 12.

GIGANTIC (Holland). A big white; feathered lilac; strong constitution. Good. 25c each; \$2.50 per 12.

ALICE CAREY. One of the best whites; delicate purple lines in the throat. One to recommend. 10c each; \$1.00 per 12.

MYRTLE. A Queen of Glads. Beautiful arbutus pink. Extra. 25c each; \$2.50 per 12.

JEAN DIEULAFOY. Large creamy white with blush tint; maroon blotch. 15c each; \$1.50 per 12.

KLONDYKE. Primrose yellow; compact grower. Succeeds under most adverse conditions. 5c each; 50c per 12.

GLORY OF HOLLAND. A fine pure white. Extra good. 10c each; \$1.00 per 12.

MEPHISTOPHELES. Large flower of bright red marked with black and yellow. Unique. 15c each; \$1.50 per 12.

HAZEL HARVEY. A grand crimson and prize winning red. 25c each; \$2.50 per 12.

BURBANK'S GIGANTIC. Very large scarlet bloom with white throat. 25c each; \$2.50 per 12.

CANDIDUM. Large white flowers; tips of petals tinted and somewhat reflexed like a lily. 15c each; \$1.50 per 12.

INDEPENDENCE. Florists' favorite. One of the best keepers. Deep pink bordering on scarlet. 5c each; 50c per 12.

PRIMULINUS. The wild species from South Africa. Small hooded flowers of clear primrose yellow that droop forward. 15c each; \$1.50 per 12.

MRS. WATT. New. A gorgeous American Beauty rose color. Created a lot of comment at recent exhibitions. Stock limited. 25c each; \$2.50 per 12.

WILLY WIGMAN. A large flower of creamy white with distinct crimson blotch. 10c each; \$1.00 per 12.

PRINCEPS. "The Amaryllis Flowered Gladiolus". Giant scarlet bloom with white blotch. 5c each; 50c per 12.

PINK BEAUTY. Earliest of all; in bloom two weeks before others. Deep pink; dark crimson blotch. 5c each; 50c per 12.

SPECIAL OFFER "E". A business stimulator! For \$1.00 will be sent postpaid 48 strong Gladiolus bulbs, eight each of six named kinds, properly labeled, our selection. A tempting offer made to please.

LIEBESFEUER. A prize winning and grand new scarlet. Very large. 25c each; \$2.50 per 12.

GLORY OF NOORDWIJK. The original stock of this variety sold for thousands of dollars. Very large flowers; buff yellow in color. Not a strong grower. \$1.00 each.

AMERICA. So well known as to need no comment. Beautiful lavender pink. Buy it by the hundred. 40c per 12; \$2.00 per 100.

MRS. JAS. LANCASHIRE. Deep cream fading to a flesh color; carmine stripe on lower petals. An excellent keeper and beautiful for home decoration. 25c each; \$2.50 per 12.

MRS. W. E. FRYER. A strong growing variety of dazzling scarlet. Extra fine. 15c each; \$1.50 per 12.

WHITE GLORY. Grand pure white with distinct blue iris throat. Beautifully ruffled or fluted petals. 25c each; \$2.50 per 12.

## Choice Gladioli in Mixture

ALL COLORS MIXTURE. Extra good mixture of many leading varieties and seedlings comprising a wide variation of colors. 40c per 12; \$2.50 per 100.

LIGHT AND WHITE MIXTURE. Represents many delicate light tints and white varieties. 50c per 12; \$3.00 per 100.

BLUE MIXTURE. Various shades of blue. 50c per 12; \$3.00 per 100.

YELLOW MIXTURE. Consists of seedlings and named varieties. 50c per 12; \$3.00 per 100.

EXTRA SPECIAL OFFER "F". The Biggest Bargain of the Season. Don't pass it by. A rare selection representing the very best varieties. One strong bulb of each below named sorts 50c. Postpaid. Five of each(50 bulbs) \$2.00: Niagara, America, Mrs. F. King, K. Glory(ruffled), Augusta, May, Princeps, Baron Hulot, Candidum, Pink Beauty.

PRIMULINUS HYBRIDS. A choice assortment of Hybrids resulting from crossing the true Primulinus species with many named sorts. Their orchid-like blooms are most delicate and pleasing. 75c per 12. \$5.00 per 100.

Six of a kind at one dozen rate; 25 of a kind at 100 rate.

"THE MODERN GLADIOLUS GROWER", a monthly magazine devoted to Gladioli; 75c per year. Published by Madison Cooper, Calcium, N. Y. We are more than pleased to recommend it.

## HARDY CHRYSANTHEMUMS

At the National Flower Shows no class of flowers created more interest than the Hardy 'Mums. This flower has seen a wonderful development and it justly can be called "the flower of the hour". There are three classes and all are worthy of a place in your garden. Plants ready for shipment April 15.

10c each; \$1.00 per dozen except where noted. Prepaid.

### LARGE FLOWERING VARIETIES

Bradshaw. Silver pink; large full flowers.  
Bohemia. Fine, pure yellow.  
Elkton. Light pink, large flowers.  
Excelsior. Bright orange yellow; long stems.  
Irene. Pure white. Shaded flesh.  
Julia Lagravere. Crimson maroon. Extra good.  
King Henry. Straw white; long petals.  
Lillian Doty. The finest pink of all. 20c each.  
Queen of Whites. Fine, creamy white; long stems.  
Salem. Silver; long quilled petals.  
Miss Emma. Golden bronze; tall.  
Windless. Rich, orange yellow; large flowers.  
St. Illoria. Rose color; quilled petals.  
Sir Michael. Lemon yellow.

### MINIATURE OR BUTTON VARIETIES

Alice Carey. Pure yellow.  
Cerise Queen. Clear pink.  
Doris. Pure bronze. Very fine.  
Eleganta. Deep rose, shaded white.  
Henrietta. Bronze; yellow edge.  
Rita. Bright pink; very handsome.  
James Boone. Pure white.

### ANEMONE FLOWERED 'MUMS

A new and valuable acquisition. 15c each; \$1.50 per 12.  
Barney; Golden bronze.  
Earl. Pearl white; silver rose center.  
Myers' Perfection. Fine, pure white; tall grower.  
Oban. Silver pink.  
Garza. White, with quilled petals. Grand.

Twelve Hardy 'Mums, our selection, \$1.00. Should you care to avail yourself of this offer, our choice will represent all sections and more than please.



CACTUS AND PEONY DAHLIAS

## TUBEROUS BEGONIAS

Our customers who have never tried Tuberous Begonias will surely be pleased with them. They thrive best in a shady or semi-shady location unsuited for most other flowers.

A mass of bright waxy flowers four inches in diameter may be had from June until frost. Start tubers inside in March and transfer to the open ground the fore part of May after danger of frost is over. Or they may be flowered in pots. For best results make the bed friable with sand and well rotted compost. Do not plant too deep, slightly covering the tuber. This flower is easily handled. We offer only a fine selection of separate colors.

Single Varieties. Scarlet, Pink, Yellow and Orange, 8c each; 75c per 12.

Double Varieties: Pink, Rose, Yellow and White, 12c each; \$1.25 per 12.

## DAHLIAS

Who has not been charmed with the wonderful new forms of Dahlia?

OUR SPECIAL OFFER is Ten Grand Varieties 2 each, Cactus, Peony-flowered, Collarette, Pompon and Show, for only \$1.00. These will be sent in nice started plants April 15th and after.

For Fall planting we offer an extensive list of the very choicest PEONIES and IRIS; also RUBRUM LILIES.

Correspondence is invited.

## Culture of Gladioli

Anything that is worth doing at all is worth doing well. The Gladiolus responds so quickly to good treatment that requires so little effort that there can be no excuse for not producing exhibition flowers. If you can grow potatoes you can grow beautiful flower spikes of the Gladiolus. According to the varieties the bulbs will produce flowers in from sixty-five to ninety days. Plant from four to five inches deep, the larger bulbs the latter depth.

The secret of growing good flowers is thorough cultivation. In nearly all parts of the country artificial watering is unnecessary provided a dust mulch is kept on the surface to conserve the moisture. Stir the surface as soon as fit after each rain and give frequent cultivation.

Well-rotted manure or a high grade potato fertilizer will materially assist in the growth and success of the flowers.

Dig bulbs in the autumn, dry thoroughly and store in a cool frost proof cellar.

ALL ORDERS ARE SENT POSTPAID at the prices contained in this booklet to any section east of the Mississippi River.

West of the Mississippi and all points in Canada, add 10% for postage or expressage on orders amounting to less than \$5.00.

If order amounts to \$5.00 or more, we will pay all charges anywhere in the United States or Canada.

# AUSTIN-COLEMAN CO.

Wayland, Portage County, Ohio

We extend a cordial invitation to all interested in the "Evolution of Gladioli" to come and see our stock in bloom



